RJ Reynolds
Tobacco Company

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FAXED
January 15, 1997

Mr. Dominick Griffo
Pathmark Stores Inc.
301 Blair Road
Woodbridge, NJ 07095

Dear Dom:

With regard to my proposal for 1st Quarter RJR Brand Promotions. I have listed below some changes that you might find acceptable for March and April:

March

- **WINSTON** Coupon Promotion
  - .> Pathmark Warehouse to pre-coupon selected carton amounts of best selling WINSTON Brands with $2.00 coupons. Warehouse to be paid at rate of $28 per 12M case for handling.
  - > Product to be distributed to stores for placement in RJR Floor Display (in designated 50 stores)
  - > RJR Field Sales to deliver and place floor displays after distribution.
  - > RJR Field Sales will also place pack and carton coupons at store level in all stores.

April

- **WINSTON** $.20 pack/$2.00 carton Scanning Buy Down
  - > WINSTON to be included in April Coupon Book. $2.00 per carton. Pathmark to waive inclusion cost in Coupon Book. RJR will count waiving of inclusion cost as "Retailer Match". RJR Retail Accrual Monies increased 50% as result of Retailer Match.

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Source: https://www.industrydocuments.ucsf.edu/docs/qfxy0000

June

- **DORAL** Onsert Program/$2.00 Coupon Program
  - > Pathmark Warehouse to place carton onsert and $2.00 coupons on selected styles of DORAL. Payment of $28 per 12M case for handling.
  - > Couponed DORAL Product distributed to stores.
  - > RJR Field Sales to deliver and place floor displays in 50 selected stores.

Dom, I believe that the above promotions should get us off to a good start to building volume for 1997.

Please call me to confirm the above.

Sincerely,

Nick

G. N. Kuruc, Jr.

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